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| MSU-logo-2001 | JOB DESCRIPTIONPart Time Staff |

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| **Position Title:** |  **Campus Events Promotions & Marketing Coordinator** |
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| **Term of Office:** | May 1 to April 30 |
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| **Supervisor:** | Campus Events Programming Coordinator  |
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| **Remuneration:** | B5 |
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| **Hours of Work:** | 12-14 hours per week  |

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| **General Scope of Duties** |
| The Campus Events Department provides the McMaster community with a diverse range of programming throughout the year including concerts, speakers, Charity Ball and other activities. Promotion of the events is the main element to attendance. The Promotions & Marketing Coordinator will lead Campus Events Marketing and Promotions strategies. They will work together with the managers to develop marketing plans and campaigns for events and implement them. |

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| **Major Duties and Responsibilities** |
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| **Category** | **Percent** | **Specifics** |
| Supervisory Function  | 5% | * Be responsible for Campus Events online identity and brand.
* Lead the Sponsorship aspect of events.
* Work with TwelvEighty to promote in-person events
* Ensure Campus Events Staff are completing their assigned tasks and are equipped with correct promotional tools.
* Provide informal supervisory support to the Campus Events Staff in conjunction with the Programming Coordinator
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| Communications Function  | 20% | * Attend regular meetings with the Director and Programming Coordinator, as needed
* Attend additional meetings in preparation for events
* Host meetings for Campus Events Staff with Programming Coordinator
* In conjunction with department managers, develop and implement strategies to facilitate two-way flow of information between the department(s) and the student body
* Manage the information flow for the website, events calendar, and department specific social media accounts
* Ensure an effective transition process by completing a transition manual and providing “on-the-job” training to their successor
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| Advertising & Promotions Function  | 70% | * Create, plan and initiate marketing for events, including the materials, logistics and scheduling
* Coordinate promotions for events using various avenues including the MSU website, social media, sign boards and the Residence Information System (RIS)
* Maintain a working relationship with Underground Media + Design for creation of materials
* Assist in promotions leading up to the event
* Distribute posters, flyers and other promotional items in accordance with all MSU and University policies
* Work promotional tables
* Reach out to sponsors for online giveaways and events
* Communicate with TwelvEighty on the coordination of event posters and other promotional material for upcoming events for applicable live events
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| Other | 5% | * Develop a social media strategy unique to each department, to be utilized throughout the year. For example, social media apps that may assist in promotion of events
* Develop event-specific strategies as needed
* May be asked to take an initiative or a leadership role in other aspects of the department as needed, particularly on event days.
* Other duties as assigned
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| **Knowledge, Skills and Abilities** |
| * Communication skills required in order to interact with numerous students and members of the McMaster community
* Be able to remain professional when communicating, as these will be the views of the McMaster Students Union, and the Campus Events department
* Must have a good working knowledge of both the MSU and McMaster community
* Must have experience with social media platforms, and be able to use these mediums effectively
* Must be highly motivated to work in a fast-paced environment, be well organized, detail oriented, have strong interpersonal skills and excellent time management skills
* Must be able to work independently and as part of a team
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| **Effort & Responsibility** |
| * Organizational skills are required, as activities require the simultaneous completion of many tasks
* Responsible for the promotion of a positive and proper image of the McMaster Students Union and its departments
* Innovation to come up with new promotional ideas
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| **Working Conditions** |
| * Shared office space, or other location with internet access
* Most tasks can be completed with a work from home mentality
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| **Training and Experience** |
| * Experience with social media platforms.
* Additional training will be provided
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| **Equipment** |
| * Personal computer or phone that has access to Facebook, Twitter, Instagram, Twitter, Tik Tok, Snapchat, and other social media platforms
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